

C9 DIGITAL CASE STUDY

Juan Life

Revolutionizing Juan Life's strategy to become one of the most recognized financial advisors in Metro Manila



CLIENT

Juan Life is a financial advice startup company that promotes affordable life insurance options via Philam Life. Founded by James Fragata, a successful financial advisor, he aims to reach out to Filipinos who are in need of financial advice.

Before meeting C9 Digital, Juan Life tried to gain digital prominence thru the use of **Facebook post boosting** and **word-of-mouth marketing** but contacted us due to their **need to expand their reach and get more clients.**

OBJECTIVES

Our task was to further widen the digital footprint of Juan Life and narrow down their audience to the most potential sets of people in Facebook.

We were also hired to help them gain inbound leads as opposed to looking for leads directly using traditional marketing methods.

ACTIONS TAKEN

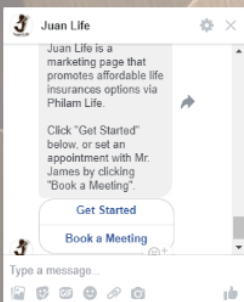
In order to gain digital reputation, we laser-targeted individuals for lead generation with the combined knowledge of existing Juan Life & Philam Life client list and our own market research.

We also took advantage of introducing a simple chatbot to Juan Life's new digital marketing game plan, which we integrated to a Messaging ad targeted to a duplicate audience for lead generation.

Messages Ad



Chat Bot



Lead Generation Ad



RESULTS

- At only **P47.62 (less than 1 USD) pesos per lead**, the lead generation ad reached **15,402 people**, gaining **42 leads** on a total of **2,000 pesos (40 USD)** ad budget.
- At only **P15.15 (less than 0.30 USD) pesos per conversation initiated**, the messages ad reached **27,373 people**, gaining **132 leads** on a total of **2,000 pesos (40 USD)** ad budget.
- For a **total budget of 4,000 pesos (roughly 80 USD)**, we have helped Juan Life gain a **roughly 200 leads**.

"We gained more leads than we even handle!"

"With C9's expertise on digital marketing, me and my business partner were getting fully-booked with scheduled meetings for clients! They just rejuvenated our startup!"

- Austine James Fragata, Founder of Juan Life

